



Date: January 5, 2021
To: City of Hartsville
From: Samantha Altman, Special Events Coordinator
Re: Tourism and Events Report- December

Status Report & Updates

Current Projects

Purchased an additional 500 masks and will be distributing those soon.

Looking into 2021 event plan and dates.

Special event permits are being approved and requiring COVID procedures.

2021 City of Hartsville Events:

TBD

Current Social Media & Website Stats

Visit Hartsville, SC

Facebook- 3,236

Instagram (@visithartsvillesc) - 1,285 followers

Twitter (@visithartsville) - 331 followers

VisitHartsvilleSC.com- 3712 views

Current Key Sales

December 2020

Net Sales: \$3859.72

Tax Collected: \$167.62

Total: \$4027.34

Top Selling Items:

1. Gillespie's Chocolate Covered Peanuts – Gillespie's Peanuts
2. Hartsville Logo Mug – City of Hartsville
3. Gillespie's Trio Box – Gillespie's Peanuts

Future Projects

Adding new items to the gift shop at The Key.

Working with Parks and Recreation to put together Tourism packets for tournament attendees.

Creating and distributing Hartsville field trip opportunities with local schools.

Create a Hartsville brochure to distribute at welcome centers.